



# VST SHAKTI SAMACHAR



NEWSLETTER FOR THE PERIOD OF : JULY - SEPT - 2018

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*Wishing Everyone  
a very Happy  
Festive Season!*





## *This Festive Season, Unveil the all powerful* **BRANSON & VIRAAJ series Tractors**

This festive season, the company launched new products across the segments. The launches include Agri master 2WD, AJAI 225, Branson 5025 R and ViraaJ Series [ 39 HP, 45 HP and 50 HP].

The models will enhance customer experience with unique features that bring value to the users.

The Branson 47 HP tractor with 4WD has superior technology that conforms to the international pollution norms and standards has a tilt steering, hydraulic with joystick, finest 42 HP PTO, 4WD unique front axle that offers best turning radius of 2.6 meter and 12 F / 12 R speed that is considered best in this segment.

The Branson was recently delivered to a customer in Bangalore through M/s. Jaya Agencies, Bangalore, and the first ViraaJ 50 HP was delivered to a customer in Maharashtra through M/s. Anil tractors, Osmanabad. The Agri master 2WD and AJAI 225 were delivered to various customers across Karnataka, Maharashtra, Bihar and Gujarat.

VST wishes all the new customers a Happy and Prosperous festival season.







## FROM THE EDITOR'S DESK

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Agrimaster & Ajai Power Plus in Bihar  
Agrimaster & Ajai Power Plus in Maharashtra  
Agrimaster & Viraaj in Maharashtra

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Power Tiller Training At Jharkhand

### SERVICE CAMPS

### PR ACTIVITIES





# FROM THE EDITOR'S DESK

At the outset, VST Editorial Team wishes a very happy festive season. Greetings to one and all.

On behalf of VST, the Editorial Team of VST Shakti Samachar Newsletter warmly welcomes you all to the July – September 2018 edition of VST Shakti Samachar Newsletter. We are delighted to share the contributions of our committed dealers, sales team and all other staff members of VST. Please visit all the pages to see the wonderful contributions and colorful events during July – September 2018. You will find interesting facts and figures about VST and its dealers in the pages of VST Shakti Samachar Newsletter.

It is our pleasure to share with you that VST inaugurated its new training center for North India in September. We thank our staff who contributed to achieve this.

This issue contains the details about training, product launches, demos, meets, melas and plant visits organized by VST during the quarter. Please feel free to leave comments and suggestions to share your thoughts. We appreciate your continuous support and happy to have you as a patron of VST Shakti Samachar Newsletter.

With thanks and regards,

Editorial Team.







# PRODUCT LAUNCH

## AGRIMASTER & AJAI POWER PLUS IN BIHAR

The VST Shakti MT 270 Viraat Agrimaster and VST Shakti MT 225 Ajai Power Plus tractors were launched at the Bihar Dealers Conference that was conducted in Patna in presence of Mr. Jujhar Singh Virk, Senior VP, Mr. Pachiyappan, AGM, Mr. Prashant Biradar, Product Head, Mr. Masethung, and Mr. Subodh, State Head in September 2018. All dealers and VST team participated.



## AGRIMASTER & AJAI POWER PLUS IN MAHARASHTRA

Mr. Jujhar Singh Virk, Sr. VP, launched The VST Shakti MT 270 Viraat Agrimaster and VST Shakti MT 225 Ajai Power Plus tractors at Pune in August 2018.



## AGRIMASTER & VIRAAJ IN MAHARASHTRA

Mr. Jujhar Singh Virk, Sr. VP launched VST Shakti MT 270 Viraat Agrimaster and VST Shakti 9054DI ViraaJ tractors in the presence of Mr. Noor Shaikh, AGM, Mr. Prashant Biradar, Product Head and Mr. Chetan Kale, Service Engineer. M/s. Krushi Tantra Agro, Barshi at Kurudvadi organized this event in September 2018. Sr. VP addressed the farmers about company's progress on new products and initiatives.





Milestones

# MILESTONES

## VST TRAINING INSTITUTE INAUGURATION AT JHARKHAND

VST's 5<sup>th</sup> Mechanic and Farmers Training Institute was inaugurated at JAMTTC, Ranchi, Jharkhand by the ex-Director, District Soil Conservation Officer and Director Birsa Agriculture University in September 2018.



## NEW DEALER SHOWROOM AT GUJARAT

Mr. Jujhar Singh Virk, Sr. VP inaugurated M/s. Bhagwati Agriculture showroom at Bhuj Taluk, Gujarat in July 2018.



## NEW DEALER SHOWROOM AT MADHYA PRADESH

Mr. Rajesh Wani, General Manager and Mr. Nitin Somkuwar, State Head, inaugurated a new dealer showroom M/s. Siddharth Motors and Tractors at Seoni, Madhya Pradesh in July 2018.



## VST TRAINING INSTITUTE INAUGURATION AT HARYANA

A VST Shakti training center was inaugurated at Hisar, Haryana in September 2018 in the presence of honourable Director, Mr. P. K. Pandey, Agriculture Engineer Mr. Maan Singh & Mr. Subedar Singh, Sr. Technical Asst. Mr. D. Kankappa & VSTAGM Mr. Neeraj Gupta.







# FACTORY VISITS

V.S.T. Tillers Tractors Ltd. authorized dealers arrange field trips for select farmers in their areas to visit the manufacturing plants at Hosur and Bangalore as an initiative towards strengthening the customer relationship. During these plant visits, the farmers are shown how precisely and efficiently the products are manufactured that enables them to work efficiently on field. Moreover, they are introduced to the new and upcoming product models and their features.







# CUSTOMERS' MEETS

## CUSTOMERS' MEETS AT MAHARASHTRA

Our Maharashtra dealers M/s. Shreelabh Agro Solutions, Pachora, M/s. Sun Motors and Equipments, Karad and M/s. Anil Tractors, Osmanabad organized customer meets at their respective territories in September 2018. The farmers gathered at the meet were briefed about the company history, all the available products and also details about the new and upcoming tractors.



## CUSTOMERS' MEETS AT DR. AMBEDKAR SUGAR FACTORY, MAHARASHTRA

V.S.T. Tillers Tractors Ltd. participated in the annual farmer meeting of Dr. Ambedkar sugar factory, Osmanabad, Maharashtra in September 2018. A huge number of sugarcane farmers attended the meet. Mr. Jujhar Singh Virk, Sr. VP met the Chairman and director of the factory and discussed the possibilities of working closely with them to provide the best farm mechanization practices for sugarcane farmers.



## CUSTOMERS' MEETS AT UTTAR PRADESH

V.S.T. Tillers Tractors Ltd. had organized customer meet cum demonstration in Asia's largest village Sherpur, Mohamadabad district, Uttar Pradesh in July 2018. Chilli, tomato, bitter gourd and parwal are the main crops cultivated in that area. The farmers were shown live demonstration on usage and advantages of VST Shakti tractors in their fields.





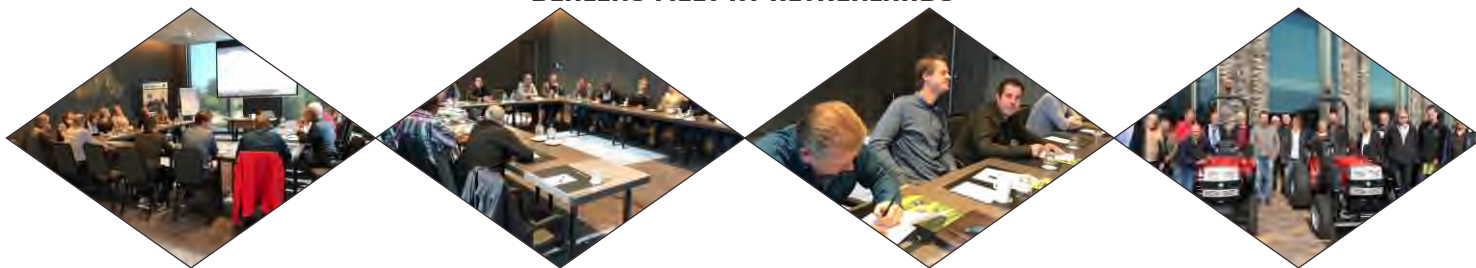


# INTERNATIONAL

## EXHIBITION AT NETHERLANDS



## DEALERS MEET AT NETHERLANDS



## EXHIBITION AT KENYA



## EXHIBITION AT FRANCE







## UDYANA 2018 - HORTICULTURE EXHIBITION AT ANDHRA PRADESH

Udyana 2018 – a Horticulture Exhibition was held at Vijayawada, Andhra Pradesh in August 2018. AP agriculture minister visited the stall and was briefed about all the products, price, features and subsidy. The minister showed a keen interest in the newly launched VST Shakti 5025 Branson tractor in AP state.



## FAIR AT SUGARCANE RESEARCH CENTER, UTTAR PRADESH

A Farm Equipments Fair was organized at the Sugarcane Research Center at Shahjahanpur, Uttar Pradesh in September 2018. Our dealer M/s. Mankirat Agri Enterprises participated at the event and had displayed our tillers and tractors.



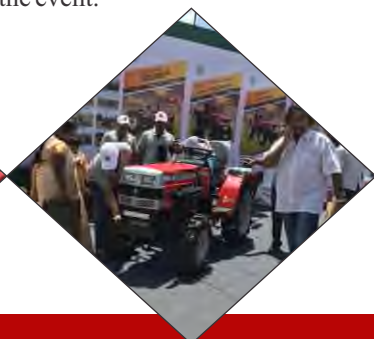
## AGRI INTEx EXHIBITION AT TAMIL NADU

V.S.T. Tillers Tractors Ltd. participated in the Agri intex exhibition organized at CODISSIA Trade Center, Coimbatore, Tamil Nadu in July 2018. All our tillers and tractors were displayed at the event.



## DHARWAD KRUSHI MELA AT KARNATAKA

Dharwad Krushi mela was held at Dharwad, Karnataka in September. V.S.T. participated in the mela and displayed latest tractors and tillers along with many attachments. The event witnessed a huge turnout of visitors and prospective customers. Live demonstrations were conducted in the open area to showcase the working efficiency of tillers and tractors. VST received a participation certificate and a shield from the organizers.







# DEMONSTRATIONS

## RICE TRANSPLANTER DEMONSTRATIONS

VST Shakti Rice Transplanter demonstrations were arranged at different parts of India throughout July, August and September by many dealers at their respective territories. The demo shows the paddy cultivation from first stage to last stage that is from preparation of Paddy Mat nursery to planting of the saplings using VST RTP that enables planting at even distance between saplings and between rows that helps in good air circulation.



## TRACTOR DEMONSTRATION AT KARNATAKA

M/s. Hanamakkanavar Irrigators organized a mega field demo with reversible rotavator, reversible MB plough, regular rotavator, seed cum fertilizer drill, MITA sprayer for grapes garden along with MITA sprayer company team at Mailar village, Haveri taluk, Karnataka in July 2018.

## POWER TILLER DEMONSTRATION COMPETITION AT WEST BENGAL

Competition demo of VST Shakti 135DI power tiller vs. Kamco power tiller was conducted at M/s. Paul machinery enterprises of Budruk digha at Habra 2 block, West Bengal in July 2018. The demo was conducted on three different field types – wet soil, dry soil and moisturized soil (semi dry soil). The outcome of the competition was: in dry soil condition, VST is comparatively fuel economic, in wet puddling operation, VST is far better and in semi dry soil condition, both are the same in efficiency.







## MECHANICS TRAINING AT KERALA

Mr. Jayakumar, Special Officer for Karshika Karma Sena and Agro service center organized two day training to mechanics of Asst. Exe Engineers from all districts at ARS, Mannuthy, Kerala in July 2018.



## DEALER MECHANICS TRAINING AT BIHAR

A training program was conducted for the Bihar dealer mechanics at Patna, Bihar in July 2018. The dealer mechanics were trained on the working and servicing of VST Shakti MT 270 Viraat Agrimaster tractor.

## FUNCTIONAL COMPETENCY DEVELOPMENT TRAINING - CH&SC

V.S.T. Tillers Tractors Ltd. had conducted several functional competency development training programs throughout the month of September 2018 involving Subject Matter Specialists (SMS) from 6 tractor companies. The training covered 218 CH&SCs and trained 351 persons (183 CH&SC managers and 168 drivers). The personnel were trained to know the compatibility between tractor and various available farm implements in CH&SC, how to get more effectiveness in various farm implements' usage with efficiency in fuel (Diesel) consumption, day to day maintenance of tractor and attending small repairs of tractors on their own.







## DEALERS TRAINING AT KARNATAKA

Product training and new product introduction program was organized at Hosur plant for the Karnataka dealers in August 2018. The dealers were introduced to Branson, Agrimaster and Ajai Power Plus tractors and were trained in handling and servicing of the new products.

## DEALER MECHANICS TRAINING AT HARYANA

Several training programs on tractors, steering assembly, Mita hydraulic, Viraat 270 engine were conducted for dealers' mechanics in different batches at the Hisar training center, Haryana throughout the month of September 2018.



## BRANSON TRACTOR TRAINING AT HOSUR PLANT

Training program on the working, dismantling, servicing and assembly of the VST Shakti Branson tractor was conducted at Hosur factory in September 2018. The VST employees were trained by a team of technicians from M/s. Kukje Machinery, Korea.



## POWER TILLER TRAINING AT JHARKHAND

Mr. Narayan Sethi and Mr. Lakhinder conducted Power tiller training at Jharkhand Training Center (JAMTTC) in Ranchi in difference batches in September. All the participated farmers were satisfied with the training.







# SERVICE CAMPS

Service camps were organized throughout the country by V.S.T. Tillers Tractors authorized dealers at their respective areas during July to September 2018. These service camps enables easy availability of services and spare parts to the customers.

M/s. Pondy Tillers Tractors  
exclusive tractor  
service camp



Exclusive RTP service  
camp with  
MKSP ladies



M/s. Seema Enterprises  
Exclusive RTP  
door step  
service  
camp



M/s. Jaya Agencies  
Exclusive Tractor Free  
service camp



M/s. Susil & Co.  
Tiller & Tractor  
service camp



Exclusive RTP door step  
service camp





PR ACTIVITIES

কৃষিতে যন্ত্রের ছোঁয়া! বড়খলায় ধান রোপণ মেশিনের

[illegible]



*“Create  
sustainable  
crop solutions  
to enhance farm  
productivity.”*



VST SHAKTI

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